2077470508

[redacted]

PARLIAMENT BLUE IMAGE STUDY
RESEARCH PROPOSAL

[redacted]

Source: https://www.industrydocuments.ucsf.edu/docs/rfmn0004

[redacted]

BACKGROUND

- Currently, Parliament is only supported in Region 1. However, it is the fourth largest brand among 18-34 year old lights smokers in that region with Marlboro as the leader and Newport, Camel, and Parliament within 1 share point of each other.
- In May of 1996, Parliament launched its first menthol packing.
- The brand is considering expanding its support outside of Region 1 to a select group of markets.
- Consequently, there is a need to understand the key components of Parliament's brand imagery and its competitors' both within Region 1 and the possible expansion markets.

[redacted]

2077470509

Source: https://www.industrydocuments.ucsf.edu/docs/rfmn0004

[redacted]

RESEARCH OBJECTIVES

- Overall:
  To explore young adult smokers' (YAS) perceptions of Parliament Lights among both current and competitive smokers in both Region 1 and possible expansion markets. The ultimate goal is to provide an assessment of Parliament's current position in the marketplace to better understand the brand and its competitors among this audience. The primary focus will be on Parliament blue.

- Specific objectives:
  - **Explore Parliament's brand essence, including brand and smoker imagery, among this audience**
  - **Assess the appeal, communication, and relevance of Parliament's advertising to this audience relative to key competitive brands**
  - **Assess strengths and weakness of the brand both in terms of image and product attributes**
  - **Examine the relevance of the current brand image**
  - **Highlight the differences between Region 1 and possible expansion markets**

[redacted]

2077470510

Source: https://www.industrydocuments.ucsf.edu/docs/rfmn0004

[redacted]

METHODOLOGY

- In-person interviews
- 10 markets (5 in Region 1 and 5 high SDI/possible expansion markets - Chicago, Baltimore, Los Angeles, Miami, and Tampa)
- Pre-recruitment
- 60 minute interview
- All White
- Sample
  - 650 interviews among male and female, 18-34 year old, non-menthol lights smokers
    - 400 in Region 1 with readable bases of males and females by age (18-24 vs. 25-34) within both Parliament and competitive smoker groups
    - 250 outside of Region 1 (with readable bases by market)
      - half among Parliament smokers and half among competitive

[redacted]

2077470511

Source: https://www.industrydocuments.ucsf.edu/docs/rfmn0004

[redacted]

AREAS OF QUESTIONING

- Image assessment of Parliament -- both brand and smoker
- Image assessment of competitive brands -- both brand and smoker (proposed non-menthol brands to include Marlboro Lights, Camel Lights, and Merit, as well as an alternative brand such as PNC)
- Product perceptions (strength continuum, quality, smoothness)
- Imagery relevance -- brand, smoker, and advertising
- Current smoking behavior
- Exposure to advertising (appeal and communication)
- Personification of Parliament and key competitors

[redacted]

2077470512

Source: https://www.industrydocuments.ucsf.edu/docs/rfmn0004